

K-LOVE radio station gives a valuable alternative to the commercial radio stations in my local community. They serve a niche local market which wouldn't be served without their broader geographical base of listeners to support them. We already have "alternative" radio in our area, as the local university community numbers around 30,000 students. When new LPFM stations start here, its usually to serve the university community. I don't always listen to K-LOVE radio, but I welcome having them as an alternative to the other radio programming available in my area.